

## **Request for Proposals**

### **Explainer Videos**

#### **BL – RFP02**

Contact:

Kari Morton, Director, Business Support Services

780-638-1105

kari@businesslink.ca

RFP Issue Date: September 16, 2020

Proposal Due Date: October 7, 2020

Expected Award Date: October 16, 2020

Late proposals will not be accepted.

All proposals to be sent electronically to:

Business Link

Attn: Kari Morton, Director, Business Support Services

kari@businesslink.ca

Disclaimer: Please note that this RFP is only open to Alberta-based businesses.

## Business Link Background

Business Link provides customized business advice and support for entrepreneurs navigating building, running and growing their own businesses. We provide one-on-one support and guidance, market research, access to experts, training, networking opportunities, and specialized support for Indigenous and immigrant entrepreneurs. Established in 1996, Business Link strives to provide support services that will drive the growth of great Alberta Businesses.

## Project Definition

As part of Business Link's digital strategy, we are developing an Online Toolkit that will help entrepreneurs in Alberta to start, run, and grow successful businesses. A component of this toolkit will be educational explainer videos placed strategically on the Business Link website, embedded within the Interactive Business Plan Builder, and utilized throughout various marketing campaigns on social media and through email marketing. These videos will be animated, which will simplify production, considering challenges involved with in-person recording. The videos will be short (2-4 minutes) and will provide information in an easy-to-understand way. Topics and content for the videos will be developed and outlined by Business Link staff.

The audience for this video will be Business Link clients and potential clients. We work with a diverse group of Albertans who are starting, running and growing a small business. The majority of our clients starting a business are 18-45 years of age and are seeking foundational information on how to start a business. Another segment of our clients already have established businesses, but are seeking support in running or growing that business. They are generally 25-54 years of age, have some post-secondary education, and are open to new information if it is practical for their business.

## Project Background

With the goal of increasing the availability of on-demand, educational and interactive resources available on the Business Link website, Business Link will develop explainer videos that cover a variety of business topics. The videos will assist us in ensuring that aspiring businesses, and existing businesses, have the knowledge and support needed to start, run, and grow their business.

## Project Goals / Outcomes:

Goal: We seek to develop five animated educational explainer videos on a variety of business topics:

1. business structures,
2. marketing basics,
3. financial planning,
4. market research,
5. business planning.

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**Outcomes:**

- Develop five animated educational explainer videos that are aligned with Business Link’s brand
- Explainer videos are viewable on any device (computer, tablet, cell phone)
- Incorporate CTA’s that funnel leads to Business Strategists or other resources on the Business Link website
- Increase availability of on-demand educational tools on Business Link communication channels (website, social media) and within the Interactive Business Plan Builder

**Project Deliverables**

- Discovery and strategy: describe how you would facilitate the development of a strategy for this project and guide us through a concrete process to identify the project plan and milestones
- Storyboard: create storyboards for each video for review by Business Link staff
- Design: design visually compelling explainer videos for business owners of various demographics across Alberta. Ensure video animation style will not be outdated quickly
- Branding: ensure videos follow Business Link’s brand guidelines and are aligned visually with our brand
- Responsiveness: ensure the videos will scale for mobile, tablets, notebook, desktop, and widescreen monitors
- Quality assurance: define a quality assurance plan that includes at least one week for final Business Link staff feedback on each video, as well as time required for revisions
- Usability: ensure videos are a common video format for use on Business Link’s website, social media sites, outreach presentations, or for other marketing purposes
- Launch: successfully launch the new videos and provide support for any issues that may emerge after launch

**Business Requirements / Scope of Work**

<b>Name of Requirement</b>	<b>Description</b>	<b>Objective</b>
Project strategy and management	Outline plan for this project with concrete processes to identify tasks and milestones, and a description of communication touchpoints and process	Ensure project deliverables are met and that communication between Business Link and the successful vendor is as productive as possible
Develop storyboard for each video	Develop a storyboard consisting of illustrations or images displayed in sequence for the purpose of pre-visualising the videos	Allow Business Link staff to visualize the video before production to ensure they are aligned with our desired outcomes and brand
Incorporation of CTAs throughout videos	Calls to Action are incorporated within each video, guiding the user to connect with a Business Strategist for 1:1 support or to	Generate leads for the Business Strategist team, and drive traffic to the Business Link website



	other resources on the Business Link website	
Provide completed video in mp4 (or other compatible format) suitable for posting online	After the final video has been reviewed and approved by Business Link, all project files will be sent to Business Link in requested format	Obtain video so that it can be used on the website and in marketing campaigns

### Project Timeline

Events	Date
Issue RFP	September 16, 2020
Due date for questions regarding RFP	September 23, 2020
Responses to written questions provided	September 25, 2020
Proposals due	October 7, 2020
Interviews with short list	October 13, 2020
Completion of decision-making process	October 14, 2020
Announcement of final selection	October 16, 2020
Contract begins	October 26, 2020
Project completed	December 18, 2020

### Project Budget

Maximum Budget: \$30,000 for 5 videos

### Required Content for Proposals

Each proposal must comply with the following criteria. Proposals not meeting all criteria will be considered non-responsive and will be eliminated from the selection.

- 1) Experience of Key Personnel - Proposer's key personnel must have experience within the last three years performing services comparable to those requested. The proposal will demonstrate these requirements by listing projects completed by key personnel within the last three years.
- 2) Detail your firm's experience in providing development of animated explainer videos like those described above. Provide examples of videos produced with a similar scope.
- 3) Describe how your firm will approach the project. Please include an outline of steps required and approximate timelines.
- 4) Describe the communication process used by your firm to discuss issues with the management, including communication methods and frequency.
- 5) Set forth your fee proposal for the services.

- 6) Provide the names and contact information for other, similarly sized clients for reference purposes.

## Required Format for Proposals

- 1) Format and Page Length Limitations
  - The response to this RFP must be organized in accordance with the core criteria listed in this section. The response must not exceed 10 pages, including the coversheet and fee schedule (resumes are excluded).
- 2) Outline of proposed payment schedule and cost estimate.
- 3) Date of Proposal Submissions
  - The response to this RFP must be received to the individual and email address identified on the cover page no later than 11:59 PM, October 7, 2020.
- 4) Original Signature
  - The RFP must be signed by an authorized representative of the proposer.
- 5) Cover Sheet
  - The proposal must include a cover sheet with the following information:
    - Proposer's name
    - Address of business headquarters
    - Company telephone number
    - Name and phone number of contact person
    - Email address

## Evaluation of Proposals

Scoring for the evaluation will be broken down as follows:

- 1) Proposed Fees and Costs – 25%
- 2) Firm's understanding of the scope of the proposed professional services as evidenced by the proposal submitted, including the firm's standards and approach – 50%
- 3) The background and experience of the firm in providing similar services to like size organizations as well as the background and qualifications of key personnel – 25%